



5000 Cox Road, Suite 160  
Glen Allen, VA 23060

COMPLETED

### FAX TRANSMISSION COVER SHEET

DATE:	3/10/98
COMPANY:	R.J. REYNOLDS (1610)
TO:	JUDY CAMPBELL FAX # <del>1-800-714-4361</del> 710-634-3145
FROM:	KARA GAYLE, RJ REYNOLDS TOBACCO FAX # 804-346-9705 PHONE # 804-346-3213
INSTRUCTIONS:	CAMEL B2GF T-SHIRT FOR MAY, PROMOTION #800101, TWEAKING. PLEASE ENTER IN SYSTEM. THANK YOU.
PAGES TO FOLLOW:	3 PAGES



"We Work for Smokers"

51861 1284

DPENELMA

## WORKPLAN PROMOTION WORKSHEET

PAGE: 6  
DATE: 93-03-23  
TIME: 09:59 AM

PROMOTION : 809101 CAMEL MAY '98 B2GF T-SHIRT

DRIVE PERIOD: 80500

SALES LEVEL : 2944XX

SELECTION : SPECIFIC CHAIN ID(S)

TERM	ACCOUNT NAME	CITY	ST CHAIN-ID	REVISED PLAN SKUS	PLAN ADJ SKUS	PLAN SUG SKUS	PLAN SUG DN SKUS	PLAN FINAL SKUS	TMP SKUS	PLACED SKUS	WKLY CTN VOL	V.P.	SEC
162202	968699 MOBIL OIL #08	LIVERPOOL	NY 0975-0108	1	1.00	22	1	2		115	Y	ON	
162602	463432 MOBIL OIL #08	ROCHESTER	NY 0975-0108	1	1.00	23	1			185		ON	
162602	475005 MOBIL OIL #08	ROCHESTER	NY 0975-0108	1	1.00	1	1			193	Y	ON	
162603	752017 MOBIL OIL #08	CHESEKOTWAGA	NY 0975-0108	1	1.00	1	1			167	Y	ON	
162604	537819 MOBIL OIL #08	WEBSTER	NY 0975-0108	1	1.49	24	1			299		ON	

PAGE BREAK TOTAL ACCOUNTS

5 TOTAL QUANTITY

5

5.49

5

5

899

51861 1285

BYRNH LMA

## WORKPLAN PROMOTION WORKSHEET

PAGE: 25

DATE: 98-02-23

TIME: 09:59 AM

PROMOTION : 800101 CAMEL MAY '98 B2GF T-SHIRT

DRIVE PERIOD: 80500

SALES LEVEL : 2844XX

SELECTION : SPECIFIC CHAIN ID(S)

TERR	ACCOUNT NAME	CITY	ST CHAIN-ID	REVISED PLAN SKUS	PLAN ADJ SKUS	PLAN SUG SKUS	PLAN SUG DN SKUS	PLAN FINAL SKUS	IMP SKUS	PLACED SKUS	WKL CTN VOL	VAP	SEG
122111	739692	ON THE RUN #1	NANCET	NY 0975-0217	1	1.00	1	1		276	Y	CN	
122304	890387	ON THE RUN #1	HAUPPAUGE	NY 0975-0217	1	1.00	1	1		133	Y	CN	
122503	774196	ON THE RUN #1	BROOKLYN	NY 0975-0217	1	1.00	1	1		107	Y	CN	
133005	769417	ON THE RUN #1	CHESTER	NY 0975-0217	1	1.00	1	1		235	Y	CN	
162307	661133	ON THE RUN #1	HIGHLAND	NY 0975-0217	✓ 1	1.00	2 1	1		263	Y	CN	
162308	669449	ON THE RUN #1	FISHKILL	NY 0975-0217	✓ 1	1.14	1 1	1		267	Y	CN	
162309	551912	ON THE RUN #1	PATTERSON	NY 0975-0217	✓ 1	1.45	4 1	1		340	Y	CN	

PAGE BREAK TOTAL ACCOUNTS

7 TOTAL QUANTITY

7

7.59

7

7

1.621

51861 1286

SPENDING

WORKPLAN PROMOTION WORKSHEET

PAGE: 21  
DATE: 98-02-23  
TIME: 09:59 AM

PROMOTION : 800101 CAMEL MAY '98 B2GF T-SHIRT

DRIVE PERIOD: 80500

SALES LEVEL : 2946XX

SELECTION : SPECIFIC CHAIN ID(S)

TERM	ACCOUNT NAME	CITY	ST	CHAIN-ID	REVISED PLAN SKUS	PLAN ADJ SKUS	PLAN SUG SKUS	PLAN SUG DN SKUS	PLAN FINAL SKUS	TMP SKUS	PLACED SKUS	NKLY CTN VOL	VAP SEG
162202	299478 ✓ ON THE RUN #0	CLAY	NY	0975-0208	1	1.00	1	1			148	Y	CN
162202	495165 ✓ ON THE RUN #0	NORTH SYRAC	NY	0975-0208	1	1.00	1	1			102	Y	CN
162205	029470 ✓ ON THE RUN #0	SYRACUSE	NY	0975-0208	5	5.00	5	5			172	Y	CN
162303	541146 ✓ ON THE RUN #0	ALBANY	NY	0975-0208	1	1.00	1	1			178	Y	CN
162303	549722 ✓ ON THE RUN #0	SCHENECTADY	NY	0975-0208	1	1.00	1	1			187	Y	CN
162303	566423 ✓ ON THE RUN #0	SCHENECTADY	NY	0975-0208	1	1.35	1	1			225	Y	CN
162304	752014 ✓ ON THE RUN #0	LATHAM	NY	0975-0208	1	1.01	1	1			176	Y	CN
162304	870220 ✓ ON THE RUN #0	SARATOGA SP	NY	0975-0208	2	2.13	2	2			216	Y	CN
162304	903561 ✓ ON THE RUN #0	LOUDONVILLE	NY	0975-0208	1	1.00	1	1			176	Y	CN
162304	974653 ✓ ON THE RUN #0	SARATOGA SP	NY	0975-0208	1	1.11	1	1			195	Y	CN
162401	508960 ✓ ON THE RUN 08	TONAWANDA	NY	0975-0208	1	1.08	1	1			191		CN
162601	665402 ✓ ON THE RUN #0	BUFFALO	NY	0975-0208	1	1.00	1	1			159	Y	CN
162601	738553 ✓ ON THE RUN #0	TONAWANDA	NY	0975-0208	1	1.00	1	1			165	Y	CN
162602	489735 ✓ ON THE RUN #0	ROCHESTER	NY	0975-0208	1	1.00	1	1			220	Y	CN
162602	804240 ✓ ON THE RUN #0	WILLIAMSVIL	NY	0975-0208	1	1.00	1	1			247	Y	GS
162602	575703 ✓ ON THE RUN #0	WILLIAMSVIL	NY	0975-0208	1	1.39	1	1			190	Y	CN
162602	965487 ✓ ON THE RUN #0	SNYDER	NY	0975-0208	2	1.73	1	1			163	Y	GS
162603	489805 ✓ ON THE RUN #0	LACKAWANNA	NY	0975-0208	1	1.00	1	1			194	Y	CN
162604	722176 ON THE RUN 08	ROCHESTER	NY	0975-0208	1	1.19	1	1			200	Y	CN

PAGE BREAK TOTAL ACCOUNTS

19 TOTAL QUANTITY

25

25.99

25

24

3,484

51861 1287